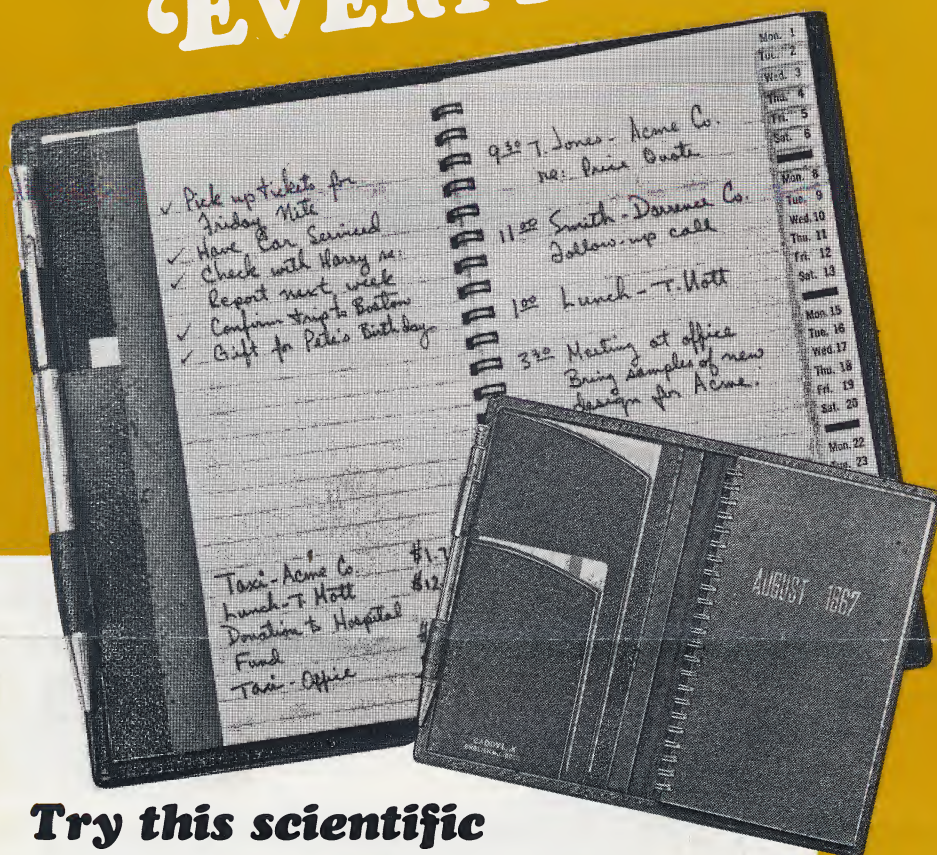


Be sure you

**REMEMBER
EVERYTHING!**



Try this scientific

...POCKET-SIZE
**MEMO
SYSTEM**

FREE for 30 days

So effective is this type of Pocket Memo System that the U.S. Government uses it for more than 20,000 Government Executives and Field Men! Now . . . You can try this very same system for 30 days at no cost or obligation!

LIGHT
SLIM
and COMPACT



5-in-1
**EFFICIENCY
SYSTEM**

**APPOINTMENT
BOOK**

•
**FOLLOW-UP
TICKLER SYSTEM**

•
EXPENSE RECORD

•
**DIARY and WORK
RECORD**

•
**BUSINESS and
SOCIAL SECRETARY**

Executives in thousands of different companies in countless industries are using the CADDYLAK SYSTEM today. It can work for you, too.

Philip Morris	•	Southwestern
Helena Rubenstein	•	Bell Telephone Co.
Lever Bros.	•	Proctor & Gamble
Clairol	•	Hughes Aircraft
International Minerals & Chemical Corp.	•	N. American Aviation
Equitable Life	•	Continental Can Co.
U. S. Borax	•	Corning Glass
B B D & O	•	Monroe International
Celanese Corp. of America	•	Allstate Insurance Co.
I B M	•	Good Humor Corp.
E. I. Du Pont	•	Brioschi, Inc.
Interstate Electronics	•	Lily Tulip Co.
American Brake Shoe Co.	•	Sandoz Inc.
Holiday Inns	•	Bristol Myers
U. S. Government	•	Petroleum Heat & Power Co.
Time Magazine	•	Merck Chemical Div.
Ayerst Laboratories	•	University of California
Walt Disney Productions	•	The Franklin Institute
McGraw Hill, Inc.	•	The Kroger Co.
Eastman Kodak	•	Sealtest Foods
National Distillers	•	Tasty Baking Co.
Sears Roebuck	•	Mosler Safe Co.
Standard Oil Co. of N.J.	•	ALCOA
Texas Gulf Sulphur	•	U. S. Plywood Co.
Hammond Valve Co.	•	Sperry Rand
N A S A	•	Burlingame Assoc.
Fairchild Publications	•	Union Carbide Corp.
Mass. Mutual Life Ins. Co.	•	Texas Instruments
American Oil Co.	•	Sprague Electric Co.
Mobil Oil Co.	•	U. S. Envelope Corp.
Sun Chemical Corp.	•	Monsanto Chemical Co.
Pepsi Cola	•	U. S. Steel Corp.

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**Be Sure
You Remember
Everything!**

Busy People Work Better With

CADDYLAK is a personal planning system that helps you accomplish your goals and appointments. CADDYLAK is the only system you must do at

How To

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The Fines

No detail has been overlooked to make this the finest set you can own. The paper is lightly tinted sight-saver paper that eliminates glare. There are only 21 rules on each page—spaced a full 1/4" apart so you can write in your normal handwriting. Pages are free of all printed columns and headings that interfere with your free flowing notes.

**START YOUR SET
WITH ANY MONTH—AND
RECEIVE 12 CONSECUTIVE
MONTHLY DIARIES**
(SEE ORDER FORM ON BACK)

THE 5-IN-1 Reminder System
SYSTEM • EXPENSE RECORD •

**Be Sure
You Remember
Everything!**

**APPOINTMENTS • EXPENSES • FOLLOW-UP
REPORTS • SOCIAL ENGAGEMENTS • MEETINGS
NAMES • ADDRESSES • PHONE NUMBERS**

Busy People Work Better With This Caddylak® Pocket Memo

CADDYLAK is an exceptionally effective work-organizer and personal planning aid. It is designed to help the busy person like yourself accomplish more each day by keeping memos, expense records and appointments in a systematic way that encourages prompt action. CADDYLAK reminds you automatically of all the things you must do at the time they should be done.

How To Use Your Caddylak As A Day-To-Day Pocket Diary

The unit you carry with you contains virtually everything you need to work effectively. Your pocket case—which holds your monthly diary and phone index—can accommodate business cards, identification, etc. Yet it is remarkably light, slim and compact.

As you make your day-to-day notes you are in effect, planning the days

ahead for yourself—without conscious effort to “be organized.” There, in your CADDYLAK, are all the things you must do and the people you must see. Everything is planned and organized for you—on the exact days you have intended these things to be done! On entry does all the work for you. You merely make the note. CADDYLAK remembers it and reminds you of it automatically. It is much like having your personal secretary or assistant with you at all times.

The Finest Pocket Memo Set You Can Use

No detail has been overlooked to make this the finest set you can own. The paper is lightly tinted, sight-saver paper that eliminates glare. There are only 21 rules on each page—spaced a full $\frac{1}{4}$ " apart so you can write in your normal handwriting. Pages are free of all printed columns and headings that interfere with your free flowing notes.

Diary size $3\frac{1}{2}$ " x 6", lies flat, two pages for each day's notes. Each diary individually bound, dated and indexed. Black leather grain cover on each diary matches the black leather grain on the pocket case. Month and year embossed with gold leaf.

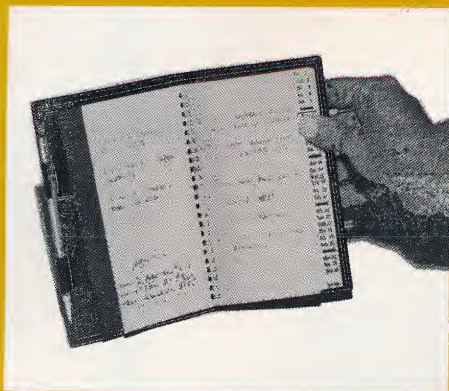
Pocket case has compartments (for business cards, etc.) and gold-colored pencil. Double-ended pencil from snagging pocket. All edges finished and sewn.

5-IN-1 Reminder System APPOINTMENT BOOK • FOLLOW-UP TICKLER
SYSTEM • EXPENSE RECORD • DIARY & WORK RECORD • BUSINESS & SOCIAL SECRETARY

Easy-to-use!

STEP 1

Slip current month's diary into pocket case. This slim unit is all you carry. Diary Size: 3½" x 6" closed. Weighs only a few ounces complete.



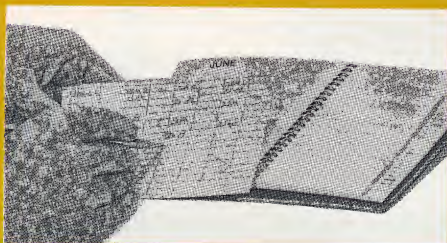
STEP 2

Makes notes of appointments, expenses and memos as they occur. Because your notes are now organized, you will be reminded of them automatically. Flip the pages to any date of the month and you see your complete schedule for that day.



STEP 3

At the end of a month, return your completed diary to the file chest and insert next month's diary in the pocket case. You are now working with a clean, fresh diary for the new month.



STEP 4

Record any facts you wish on the individual monthly summary cards which always remain in the file chest. Useful for summarizing expenses, earnings, sales, etc. Provides you with an at-a-glance view of the entire month.



STEP 5

At end of 12 months you have a permanent record, month-by-month, of your entire year's work. Without any additional filing or sorting you have a chronological record of every day of the year—whom you saw, what you spent, what you did. Invaluable when you wish to refresh your memory on some past event.

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The Simple Way T



Permanent Reference File

CADDYLAK gives you a complete and permanent record of each month's activities. You may return to it as often as necessary to refresh your memory on any event that took place on any day of the month. It serves as a complete record of everything you did, everyone you saw, every penny you spent.

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The Simple Way To Become An Efficient

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The Famous Caddylak Set[®]



Your CADDYLAK Pocket-Memo System is an exceptionally effective work-organizer and personal planning aid. It is designed to help the busy person like yourself accomplish more each day by keeping memos, expenses and appointments in a systematic way that encourages prompt action. CADDYLAK reminds you automatically of all the things you must do at the time they should be done.

DIARY S

Agency Expert!

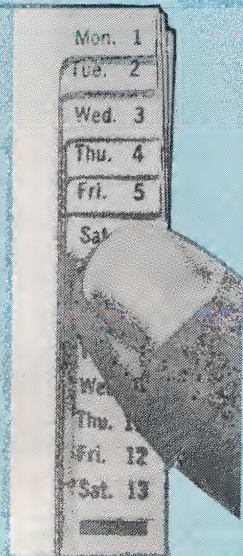


IZED 3½" x 6" CLOSED

Thumb-Cut Index Uncluttered Writing Area

The thumb index on each monthly diary is one of the reasons why the Caddylak System works so well. The index provides you with an at-a-glance calendar for the month. Flip to the date you want fast.

Caddylak also provides wide ¼" rules on each page so you can write in your normal handwriting. There are no printed headings and columns that clutter up a page and interfere with your free flowing notes.



**START YOUR SET
WITH ANY MONTH—AND
RECEIVE 12 CONSECUTIVE
MONTHLY DIARIES**
(SEE ORDER FORM ON BACK)

finest set you can own. The paper is lightly tinted to save your eyes. The paper is a sight-saver paper that eliminates glare. There are only 21 rules on each page—spaced a full 1/4" apart so you can write in your normal handwriting. Pages are free of all printed columns and headings that interfere with your free flowing notes.

THE 5-IN-1 **Reminder System**

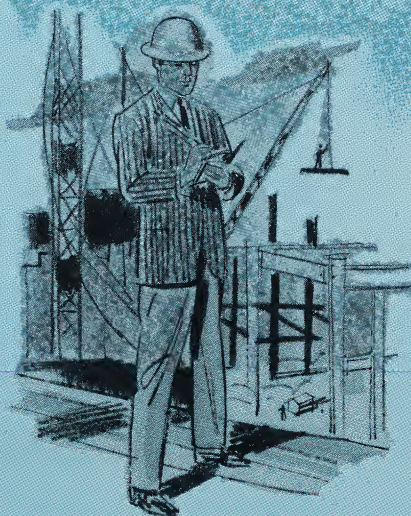
SYSTEM • EXPENSE RECORD •

On the go? Enjoy around-the-clock efficiency for

IN THE FIELD

When you leave the office, take your CADDYLAK with you. Everything you must do while away from the office is in your CADDYLAK—ready to be acted upon.

You know precisely who you will see and what you will do. As you meet clients, customers or friends, make your memos and notations "on the spot." You make the note while the situation is fresh in your mind—and you make it only once.



IN THE OFFICE

When you are in the office, place your CADDYLAK open on the desk. Because it contains 2 full pages for each day—you have as much writing area as many desk calendar pads when opened.

You will find that using your CADDYLAK for both your pocket system and your desk diary improves efficiency by keeping all your notes in one place. You then have only one schedule to refer to—only one schedule to follow.



The Finest Pocket Memo Set You Can Use

No detail has been overlooked to make this the finest set you can own. The paper is lightly tinted, sight-saver paper that eliminates glare. There are only 21 rules on each page—spaced a full $\frac{1}{4}$ " apart so you can write in your normal handwriting. Pages are free of all printed columns and headings that interfere with your free flowing notes.

Diary size $3\frac{1}{2}$ " x 6", lies flat, two pages for each day's notes. Each diary individually bound, dated and indexed. Black leather grain cover on each diary matches the black leather grain on the pocket case. Month and year embossed with gold leaf.

Pocket case has 4 compartments (for business cards, papers, etc.) and gold mechanical pencil. Double loops keep pencil from snagging on your pocket. All edges hand-turned and sewn.

5-IN-1 **Reminder System** APPOINTMENT BOOK • FOLLOW-UP TICKLER SYSTEM • EXPENSE RECORD • DIARY & WORK RECORD • BUSINESS & SOCIAL SECRETARY

1-the-clock efficiency for less than 6¢ a day!

IN THE OFFICE

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AT HOME

At home you may expand many of the notes you made during the day or jot down things to do for the next day. As you know, some of your best ideas occur after the working day. So with your CADDYLAK at hand it's easy to note them—just as they occur and before they are lost to you. It's also helpful to review the next day's notations in your CADDYLAK to see what's "coming up."



FREE 30-DAY TRIAL

THE CADDYLAK SYSTEM HAS PROVEN SO SUCCESSFUL THAT WE WANT
YOU TO TRY OUR SYSTEM FREE FOR 30 DAYS

There is only one way you can determine whether the Caddylak Pocket Memo System is right for you... you've got to try it for yourself.

We know you will have to use the set for a full 30 days to be sure it is working for you. That is why we say this is a **FREE TRIAL OFFER**. If at the end of 30 days you decide that Caddylak is not exactly what you want, just return the set to us and you owe absolutely nothing. The trial is entirely at our expense.

You have nothing to lose and a great deal to gain by taking advantage of this offer.

Efficiency plus...for less than 6¢ a day!

Here's What You Get...

- 12 Monthly Indexed Diaries**
(Diary size: 3½" x 6" closed)
- 12 Monthly Summary Cards**
- 1 300 Entry Phone-Address Directory**
- 1 Two-Year Calendar**
- 1 File Chest**
- 1 Pocket-Case with Gold Mechanical Pencil**



PRESTIGE

12-Month CaddyLak Set...\$19.95 (with Black Genuine Pinseal Goat Pocket-Case and Gold Mechanical Pencil)

30 DAY FREE TRIAL ORDER FORM

CADDYLAK SETS START WITH ANY MONTH YOU SELECT AND CONTAIN 12 CONSECUTIVE MONTHLY DIARIES

FOR EXAMPLE: A set ordered to start with the diary for August will contain 12 consecutive monthly diaries ending with the diary for July of the following year.

You can order CaddyLak sets at any time of the year and receive current sets (no outdated diaries)

*Refills Always Available
for Subsequent Years*



CADDYLAK SYSTEMS, INC.

139 Linden Avenue
Westbury, New York 11590
Phone: (516) ED 3-8221

Please send me, under your 30 day Free-Trial Offer, the CaddyLak Set(s) as shown below:

☐ Prestige Set(s)
at \$19.95 each

Start set with month of

☐ Check Enclosed (save postage)
N. Y. State residents add sales tax

☐ Bill My Diner's Club Acct.
☐ Bill My American Express Acct.

Card No. _____

Name _____

Street _____

City _____ State _____ Zip _____

F.O.B. Westbury, N. Y.

UNCONDITIONALLY GUARANTEED